



An Etech Global Services Company

# Conversation Is the Easy Part - ETSLabs also handles the other 99% of the work

The average bot creates 4.2 hours of follow-up work per 100 calls. ETSLabs creates zero.

Real-time conversations that don't stop at talk. ETSLabs books appointments, updates your systems, triggers workflows, and proves ROI. We process **500,000+ conversations** daily that trigger **2.3 million** downstream actions.

Voice-first + Full-workflow automation. We take calls and automate everything after the call - booking, routing, lead scoring, follow-ups, and downstream fulfillment orchestration. **One platform. One SLA. Measurable outcomes.**

01

**Voice**

02

**Orchestration**

03

**Booking/CRM**

04

**Follow-ups**

05

**Fulfillment**

06

**Reporting/ROI.**

# Why ETS Labs Voice AI Wins - DRIVING BUSINESS VALUE

## 1. Unmatched Human Realism

- Brand-true voice from a 30-second sample (voice cloning).
- Emotionally aware delivery adapts tone to context.
- Natural barge-in - no awkward pauses or talk-overs.
- 99.4% understanding accuracy across accents and dialects.
- Customer proof: "Our customers can't tell it's AI — satisfaction increased 31.5%."

## 2. Enterprise Scale, Without Compromise

- 500k+ conversations/day on a single deployment.
- < 300 ms response times even at peak (p95 < 500 ms).
- 99.999% uptime with active-active, multi-region architecture.
- Auto-surge handling for 10x traffic spikes - no prep required.

No add-on fees

## 3. Beyond Talk: Complete Automation

- Books appointments directly in Salesforce, Epic, ServiceNow (and more).
- Processes payments via PCI-tokenized links.
- Creates work orders and dispatches field teams.
- Updates 15+ systems in real time during the conversation.
- Triggers workflows based on outcomes and business rules.
- Result: 85% of calls require zero human follow-up.

## 4. Security & Governance (by default)

- **Included standard:** SOC 2, ISO 27001, HIPAA, PCI DSS. No pricey "security add-on" tiers.
- **End-to-end protections:** encryption at rest/in transit, automated PII redaction, granular RBAC.
- **Auditable:** full event trails for admins, models, and data moves; export on demand.
- **Independent validation:** zero findings in recent external audits.

## Proof Points

At Scale, Every Day

**500k**

calls daily for a major telecom

**67%**

reduction in call transfers

**95%**

first-contact resolution

**2.5M**

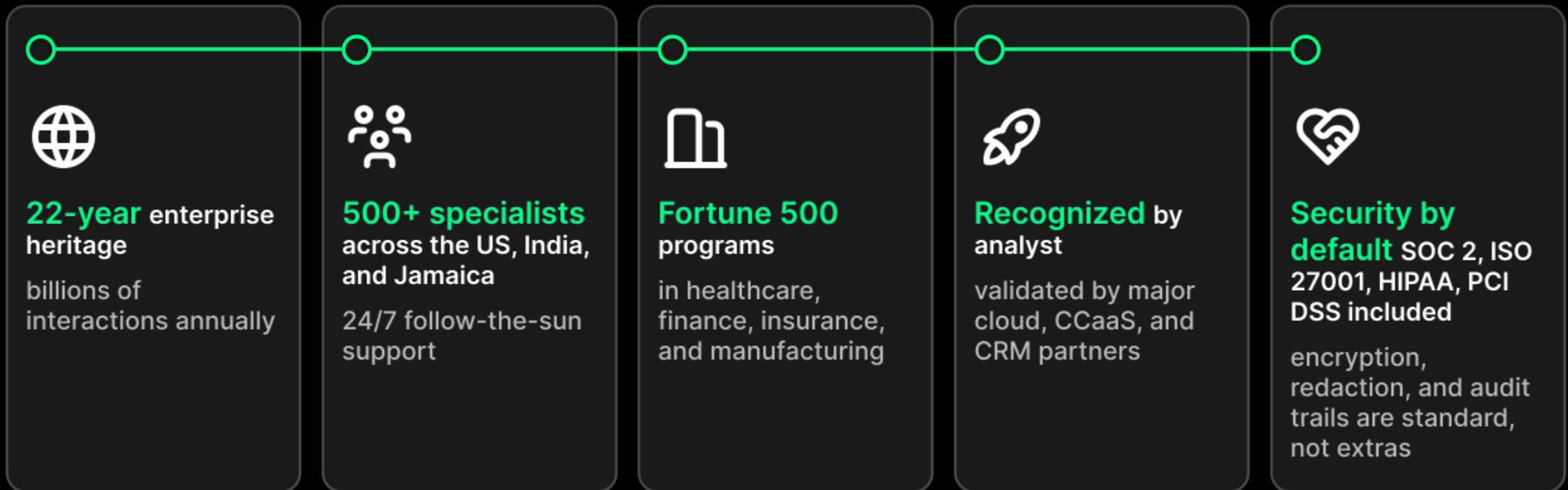
appointments booked monthly for a healthcare network

**\$4.2M**

in payments processed daily for a retail chain

\*Numbers are representative benchmarks; program-specific results vary.

## Built on Strength, Leading with Trust



### Voice AI Industry Recognition & Validation

- Voice AI technology innovation awards from analysts and reviewers
- Enterprise voice AI testimonials across healthcare, finance, insurance, and BPO
- Partner validation from major voice technology vendors and system integrators
- Academic research collaborations in conversational AI
- Regulatory approvals for voice AI in sensitive industries

## Portfolio Architecture for Scale and Agility

### Advanced Voice Processing

Real-time ASR with noise suppression and accent adaptation

Expressive TTS with brand voice; speaker diarization; sentiment; natural interruptions

### Omnichannel Orchestration

Unified **voice, chat, SMS, email, social** with **context carryover**

Multimodal intake (images/docs/video) for claims, service, or sales

### Industry Models

Healthcare (HIPAA), Finance (PCI/SOX), Insurance, Legal, Manufacturing — pre-tuned prompts and policies

### Next-Gen LLM Integration

Dynamic model selection & multi-agent collaboration for complex tasks

**Explainability & auditability** for regulated workflows

### Edge & Cloud Optimization

Latency-aware routing; region selection; cost/performance controls

# Sustained High Performance

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## Voice Excellence

- Sub-300 ms average latency; p95 < 500 ms; long-context memory; natural interruptions
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## Scale & Reliability

- Autoscaling concurrency; **99.999% availability**
  - Disaster recovery **RTO < 5 min, RPO < 15 min**
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## Multichannel Standards

- Chat p95 < 200 ms; SMS instant parsing; email with attachment OCR; optional co-browse/video
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## Security & Compliance

- SOC 2, ISO 27001, HIPAA, PCI DSS (included) • End-to-end encryption • Automated PII redaction • Complete audit trails • **Zero audit findings**
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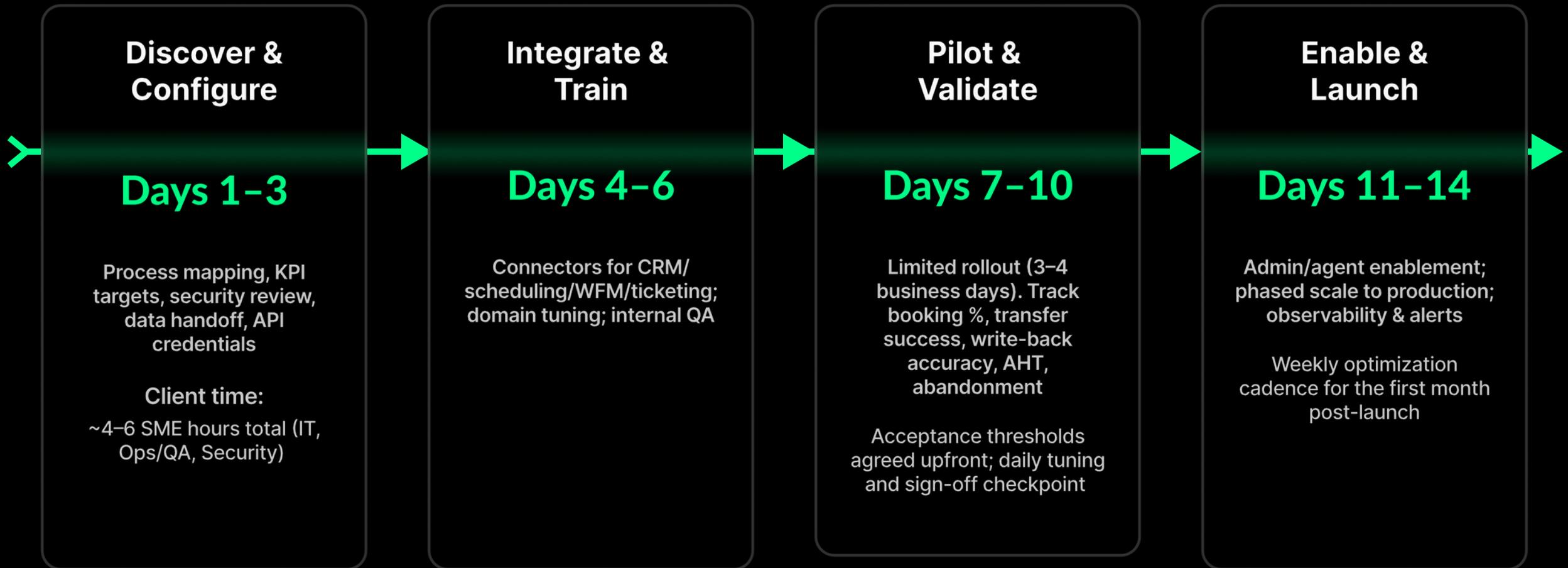
## Quality & Outcomes

- **100% interaction QA** across channels; real-time scoring
  - **A/B prompt testing**; KPI correlation to booking rate, AHT, CSAT, and revenue influence
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## 2-Week Implementation (14 Days)

From contract to production in 14 days. Clear entry/exit criteria and shared UAT.

While they're still in Week 2 of planning, you're already processing 100,000 calls with ETSLabs.



**Client responsibilities:** provide credentials; 1 SME for reviews; 1-hour IT checkpoint.

# Integrations & Downstream Automations

## Connectors (examples)

### CRM/Service:

Salesforce, Dynamics 365, HubSpot, Oracle CX, SAP CX, Zendesk, ServiceNow

### Contact Center:

Genesys Cloud, Cisco Webex CC, NICE CXone, Avaya OneCloud, Amazon Connect, Five9, RingCentral

### ERP/Finance/HR:

SAP S/4HANA, Oracle Cloud, NetSuite, Workday, Dynamics 365 F&O, Sage Intacct, Infor

### Healthcare:

Epic, Cerner, athenahealth, NextGen, eClinicalWorks

### Integration Fabric:

REST/GraphQL, WebSockets, events/streams, ESB, ETL/ELT, MDM, API gateways

## Downstream Automations (typical flows)

### Book & Confirm:

Territory/ZIP routing → designer calendar → SMS/email confirmations & reminders

### Create & Update:

De-duplicated lead; stage & source/UTM; case with reason codes and attachments

### Dispatch & Collect:

Work order; crew routing; ETA SMS; PCI-tokenized deposit link

### Coach & Improve:

100% QA → Auto-Coach; A/B prompts; anomaly alerts

### Report & Forecast:

Real-time dashboards; WFM exports; QBRs tied to KPIs

**Security, not a surcharge. SOC 2, ISO 27001, HIPAA, PCI DSS included standard — end-to-end encryption, automated PII redaction, complete audit trails. Zero audit findings.**

# COMPETITIVE REALITY

The Honest Comparison

What You Need	Others Promise	ETSLabs Delivers
Natural conversation	Powered by Azure	<b>All top providers + emotional intelligence</b>
System updates	Zapier integration	<b>500+ native connectors</b>
Scale	Call us for enterprise	<b>Designed for enterprise concurrency with autoscaling; capacity planning included</b>
Implementation	3–6 months typical	<b>14 days guaranteed</b>
Post-call work	See transcript	<b>100% automated</b>
Support	Premium tier available	<b>Dedicated team included</b>
ROI proof	Case studies available	<b>Live dashboard from day 1</b>
Security	Enterprise tier available	<b>SOC 2, ISO 27001, HIPAA, PCI DSS included by default</b>

## Industry Transformation Comparison

	<b>B2B-Manufacturing</b> Distributor & Retail Support	<b>B2C-Retail</b> Customer Service	<b>B2B-Pharmaceutical</b> Pharmacy Support
Annual Volume	<b>2.8M</b>	<b>4.2M</b>	<b>3.2M</b>
Average Handle Time by Automated Verification	<b>42% Reduction</b>	<b>35% Reduction</b>	<b>55% Reduction</b>
Cost Impact	<b>\$2.4M Savings</b>	<b>\$3.1M Savings</b>	<b>\$2.8M Savings</b>
Calls Deflected or Self Served	<b>27%</b>	<b>48%</b>	<b>29%</b>
CSAT Impact	<b>+9</b>	<b>+2</b>	<b>+6</b>
Key Features	<b>Order Support, Parts Identification, Inventory Queries</b>	<b>Order Status, Returns Processing, Product Feedback</b>	<b>Product Information, Technical Support, Event Reporting</b>

**Manufacturing**

Optimized conversational automation for seamless distributor and supplier interactions, ensuring accuracy and efficiency in order support.

**Retail**

AI-driven customer service automation, handling high-volume inquiries across multiple channels with real-time engagement.

**Manufacturing**

Optimized conversational automation for seamless distributor and supplier interactions, ensuring accuracy and efficiency in order support.

## Why We Can Guarantee This

### Experience

22 years, billions of interactions • Infrastructure: built for Fortune 500 scale • Team: 500+ specialists

### Technology

Portfolio approach, not single vendor • Focus: Outcomes, not conversations

## Licenses and Certifications



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